



WBNS-TV, Inc.  
DEPT L-1133  
COLUMBUS, OH 43260-1133

GMMB  
1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

## Contract # 101655

**Schedule Dates** 08/14/12-08/20/12  
**Advertiser** Obama for America (6765)  
**Agency** GMMB (4408)  
**Product** Political/Candidate (1161)  
**Brand** political candidate (1775)  
**Salesperson** Philadelphia Office, Philly (1680)  
**Sales Office** Eagle Television/Philadelphia Office  
**Buyer Name** KAUFMA, MEREDITH  
**Phone/Fax** /  
**CPE** 95/101/1522  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA/P/D SKED A :30

**Date Entered** 07/27/12  
**Last Modified** 08/16/12  
**Entered By** Kathy Sparks  
**CO-OP** No  
**Headline #** ECR07893503  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$18,675.00  
**Net Total** \$105,825.00  
**Sales Tax**

## WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
Aug. 2012	158	\$124,500.00
<b>Grand Total:</b>	<b>158</b>	<b>\$124,500.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/14/12-08/17/12	3	:30	5A- 5:50A (EST)	8		X	X	X	X			8	\$600.00	\$4,800.00	WBNS-TV (WBNS)	5A NEWS	7/27/12
2.0	Normal Line / SPOT	08/14/12-08/17/12	3	:30	5:57A- 7A (EST)	4		X	X	X	X			4	\$800.00	\$3,200.00	WBNS-TV (WBNS)	6A NEWS	7/27/12
3.0	Normal Line / SPOT	08/14/12-08/17/12	3	:30	7A- 8A (EST)	4		X	X	X	X			4	\$800.00	\$3,200.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 7AM	7/27/12
4.0	Normal Line / SPOT	08/14/12-08/17/12	3	:30	8A- 8:55A (EST)	8		X	X	X	X			8	\$400.00	\$3,200.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	7/27/12
5.0	Normal Line / SPOT	08/14/12-08/17/12	4	:30	4:25A- 4:58A (EST)	4		X	X	X	X			4	\$50.00	\$200.00	WBNS-TV (WBNS)	430A NEWS	7/27/12
6.0	Normal Line / SPOT	08/14/12-08/17/12	3	:30	8:58A- 9:55A (EST)	5		X	X	X	X			5	\$400.00	\$2,000.00	WBNS-TV (WBNS)	KELLY	7/27/12
7.0	Normal Line / SPOT	08/14/12-08/17/12	3	:30	9:58A- 10:55A (EST)	2		X	X	X	X			2	\$800.00	\$1,600.00	WBNS-TV (WBNS)	DEAL	7/27/12
8.0	Normal Line / SPOT	08/14/12-08/17/12	2	:30	10:58A- 11:57A (EST)	4		X	X	X	X			4	\$1,000.00	\$4,000.00	WBNS-TV (WBNS)	TPIR	7/27/12
9.0	Normal Line / SPOT	08/14/12-08/17/12	3	:30	11:58A- 12:30P (EST)	5		X	X	X	X			4	\$700.00	\$2,800.00	WBNS-TV (WBNS)	NOON NEWS	7/27/12
9.0.1	Preempt	08/15/12															WBNS-TV (WBNS)	Pre-Empt/Spot - DNA local news special	
10.0	Normal Line / SPOT	08/14/12-08/17/12	3	:30	12:30P- 2P (EST)	4		X	X	X	X			4	\$700.00	\$2,800.00	WBNS-TV (WBNS)	SOAPS	7/27/12
11.0	Normal Line / SPOT	08/14/12-08/17/12	3	:30	2P- 3P (EST)	2		X	X	X	X			2	\$600.00	\$1,200.00	WBNS-TV (WBNS)	TALK	7/27/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected."



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**Agency** GMMB (4408)  
**Product** Political/Candidate (1161)  
**Brand** political candidate (1775)  
**Salesperson** Philadelphia Office, Philly (1680)  
**Sales Office** Eagle Television/Philadelphia Office  
**Buyer Name** KAUFMA, MEREDITH  
**Phone/Fax** /  
**CPE** 95/101/1222  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA/P/D SKED A :30

**Date Entered** 07/27/12  
**Last Modified** 08/16/12  
**Entered By** Kathy Sparks  
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**Headline #** ECR07893503  
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12.0	Normal Line / SPOT	08/14/12-08/17/12	4	:30	3P- 3:55P (EST)	4		X	X	X	X			4	\$400.00	\$1,600.00	WBNS-TV (WBNS)	DR PHIL	7/27/12
13.0	Normal Line / SPOT	08/14/12-08/17/12	4	:30	3:58P- 5P (EST)	4		X	X	X	X			4	\$450.00	\$1,800.00	WBNS-TV (WBNS)	DR OZ	7/27/12
14.0	Normal Line / SPOT	08/14/12-08/17/12	3	:30	5P- 6P (EST)	9		X	X	X	X			9	\$1,200.00	\$10,800.00	WBNS-TV (WBNS)	5P NEWS	7/27/12
15.0	Normal Line / SPOT	08/14/12-08/17/12	4	:30	6P- 6:30P (EST)	5		X	X	X	X			4	\$1,200.00	\$4,800.00	WBNS-TV (WBNS)	6P NEWS	7/27/12
15.0.1	Closed Preempt	08/17/12															WBNS-TV (WBNS)	Pre-Empt/Spot -per Pat	
16.0	Revised Line / SPOT	08/14/12-08/17/12	3	:30	6:58P- 7:30P (EST)	4		X	X	X	X						WBNS-TV (WBNS)	JEOPARDY	7/27/12
16.1	End Dated Line / SPOT	08/14/12-08/16/12	3	:30	6:58P- 7:30P (EST)	4		X	X	X				3	\$1,200.00	\$3,600.00	WBNS-TV (WBNS)	JEOPARDY	8/16/12
16.1.1	Closed Preempt	08/14/12															WBNS-TV (WBNS)	End Dated/Exception -	
17.0	Normal Line / SPOT	08/14/12-08/17/12	4	:30	7:30P- 7:57P (EST)	4		X	X	X	X			4	\$1,000.00	\$4,000.00	WBNS-TV (WBNS)	WHEEL	7/27/12
18.0	Normal Line / SPOT	08/14/12-08/14/12	4	:30	8P- 9P (EST)	1		X						1	\$3,000.00	\$3,000.00	WBNS-TV (WBNS)	NCIS	7/27/12
19.0	Normal Line / SPOT	08/14/12-08/17/12	4	:30	11:35P- 12:37A (EST)	5		X	X	X	X			5	\$500.00	\$2,500.00	WBNS-TV (WBNS)	LETTERMAN	7/27/12
20.0	Normal Line / SPOT	08/14/12-08/17/12	2	:30	12:37A- 1:37A (EST)	4		X	X	X	X			4	\$250.00	\$1,000.00	WBNS-TV (WBNS)	FERGUSON	7/27/12
21.0	Normal Line / SPOT	08/14/12-08/19/12	4	:30	11P- 11:35P (EST)	8		X	X	X	X	X	X	8	\$1,200.00	\$9,600.00	WBNS-TV (WBNS)	LT NEWS	7/27/12
22.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	7:57P- 9P (EST)	1				X					\$5,000.00		WBNS-TV (WBNS)	BIG BRO	7/27/12

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Accepted-Station:

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**Account Types** National/Political  
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**Entered By** Kathy Sparks  
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**Headline #** ECR07893503  
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22.0.1	Closed Preempt	08/16/12															WBNS-TV (WBNS)	Schedule Change/Exception - browns fb	
23.0	Normal Line / SPORTS	08/16/12-08/16/12	4	:30	7:57P- 11P (EST)	1				X				1	\$1,500.00	\$1,500.00	WBNS-TV (WBNS)	BROWNS PRESEASON	7/27/12
24.0	Revised Line / SPOT	08/17/12-08/17/12	4	:30	7:57P- 9P (EST)	1					X						WBNS-TV (WBNS)	UNDEECOVER BOSS	7/27/12
24.1	Normal Line / SPOT	08/17/12-08/17/12	4	:30	7:57P- 9P (EST)	1					X			1	\$2,000.00	\$2,000.00	WBNS-TV (WBNS)	TEACHERS ROCK	8/16/12
25.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	9P- 10P (EST)	1					X			1	\$2,000.00	\$2,000.00	WBNS-TV (WBNS)	CSI NY	7/27/12
26.0	Normal Line / SPOT	08/18/12-08/18/12	3	:30	4:58A- 6:56A (EST)	4						X		4	\$300.00	\$1,200.00	WBNS-TV (WBNS)	SA 5A NEWS	7/27/12
27.0	Normal Line / SPOT	08/18/12-08/18/12	4	:30	6:57A- 9A (EST)	4						X		4	\$500.00	\$2,000.00	WBNS-TV (WBNS)	SA CBS MORN	7/27/12
28.0	Normal Line / SPOT	08/18/12-08/18/12	3	:30	5:58P- 6:30P (EST)	1						X		1	\$450.00	\$450.00	WBNS-TV (WBNS)	SA NEWS	7/27/12
29.0	Normal Line / SPOT	08/18/12-08/18/12	3	:30	6:58P- 7:30P (EST)	1						X			\$350.00		WBNS-TV (WBNS)	SA JEOP	7/27/12
29.0.1	Closed Preempt	08/18/12															WBNS-TV (WBNS)	Schedule Change/Spot -per Kathy	
30.0	Normal Line / SPOT	08/18/12-08/18/12	2	:30	7:30P- 7:57P (EST)	1						X		1	\$350.00	\$350.00	WBNS-TV (WBNS)	SA WHEEL	7/27/12
31.0	Normal Line / SPOT	08/18/12-08/18/12	4	:30	9P- 10P (EST)	1						X		1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	CRIMETIME	7/27/12
32.0	Normal Line / SPOT	08/18/12-08/18/12	3	:30	11:35P- 12A (EST)	1						X		1	\$450.00	\$450.00	WBNS-TV (WBNS)	W2W SPORTS	7/27/12

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**Entered By** Kathy Sparks  
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33.0	Normal Line / SPOT	08/18/12-08/18/12	2	:30	12A- 1A (EST)	1						X		1	\$250.00	\$250.00	WBNS-TV (WBNS)	CRIM MINDS	7/27/12
34.0	Normal Line / SPOT	08/18/12-08/18/12	2	:30	1A- 2A (EST)	1						X		1	\$150.00	\$150.00	WBNS-TV (WBNS)	NUMBERS	7/27/12
35.0	Normal Line / SPOT	08/19/12-08/19/12	3	:30	6:28A- 8:30A (EST)	4							X	4	\$350.00	\$1,400.00	WBNS-TV (WBNS)	630A NEWS	7/27/12
36.0	Normal Line / SPOT	08/19/12-08/19/12	2	:30	8:58A- 10:30A (EST)	3							X	3	\$1,000.00	\$3,000.00	WBNS-TV (WBNS)	CBS THIS MORNING	7/27/12
37.0	Normal Line / SPOT	08/19/12-08/19/12	3	:30	6:28P- 6:57P (EST)	1							X	1	\$800.00	\$800.00	WBNS-TV (WBNS)	SU NEWS	7/27/12
38.0	Normal Line / SPOT	08/19/12-08/19/12	4	:30	6:57P- 8P (EST)	1							X	1	\$3,000.00	\$3,000.00	WBNS-TV (WBNS)	60 MIN	7/27/12
39.0	Normal Line / SPOT	08/19/12-08/19/12	4	:30	8P- 9P (EST)	1							X	1	\$4,500.00	\$4,500.00	WBNS-TV (WBNS)	BIG BRO	7/27/12
40.0	Revised Line / SPOT	08/19/12-08/19/12	5	:30	9P- 10P (EST)	1							X				WBNS-TV (WBNS)	3	7/27/12
40.1	Normal Line / SPOT	08/19/12-08/19/12	5	:30	9P- 10P (EST)	1							X	1	\$1,400.00	\$1,400.00	WBNS-TV (WBNS)	THE GOOD WIFE	8/8/12
41.0	Normal Line / SPOT	08/19/12-08/19/12	2	:30	12A- 1A (EST)	1							X	1	\$250.00	\$250.00	WBNS-TV (WBNS)	CRIM MINDS	7/27/12
42.0	Normal Line / SPOT	08/19/12-08/19/12	3	:30	11:35P- 12A (EST)	1							X	1	\$600.00	\$600.00	WBNS-TV (WBNS)	W2W SPORTS	7/27/12
43.0	Normal Line / SPOT	08/20/12-08/20/12	3	:30	5A- 5:55A (EST)	2	X							2	\$600.00	\$1,200.00	WBNS-TV (WBNS)	5AM NEWS	7/27/12
44.0	Normal Line / SPOT	08/20/12-08/20/12	3	:30	5:57A- 7A (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	6AM NEWS	7/27/12

## CONFIRMATION CONTRACT

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Date:

Accepted-Station:

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45.0	Normal Line / SPOT	08/20/12-08/20/12	3	:30	7A- 8A (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 7AM	7/27/12
46.0	Normal Line / SPOT	08/20/12-08/20/12	3	:30	8A- 8:55A (EST)	2	X							2	\$400.00	\$800.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	7/27/12
47.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	4:25A- 4:58A (EST)	2	X							2	\$50.00	\$100.00	WBNS-TV (WBNS)	NEWS	7/27/12
48.0	Normal Line / SPOT	08/20/12-08/20/12	3	:30	8:58A- 9:55A (EST)	2	X							2	\$400.00	\$800.00	WBNS-TV (WBNS)	LIVE WITH KELLY	7/27/12
49.0	Normal Line / SPOT	08/20/12-08/20/12	2	:30	10:58A- 11:57A (EST)	1	X							1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	THE PRICE IS RIGHT	7/27/12
50.0	Normal Line / SPOT	08/20/12-08/20/12	3	:30	11:58A- 12:30P (EST)	2	X							2	\$700.00	\$1,400.00	WBNS-TV (WBNS)	NOON NEWS	7/27/12
51.0	Normal Line / SPOT	08/20/12-08/20/12	3	:30	12:30P- 2P (EST)	1	X							1	\$700.00	\$700.00	WBNS-TV (WBNS)	SOAP ROTATION	7/27/12
52.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	3P- 3:55P (EST)	2	X							2	\$400.00	\$800.00	WBNS-TV (WBNS)	DR PHIL	7/27/12
53.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	3:58P- 5P (EST)	2	X							2	\$450.00	\$900.00	WBNS-TV (WBNS)	DR OZ	7/27/12
54.0	Normal Line / SPOT	08/20/12-08/20/12	3	:30	5P- 6P (EST)	2	X							2	\$1,200.00	\$2,400.00	WBNS-TV (WBNS)	5PM NEWS	7/27/12
55.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	6P- 6:30P (EST)	2	X							2	\$1,200.00	\$2,400.00	WBNS-TV (WBNS)	6PM NEWS	7/27/12
56.0	Normal Line / SPOT	08/20/12-08/20/12	3	:30	6:58P- 7:30P (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	JEOPARDY	7/27/12
57.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	7:30P- 7:57P (EST)	1	X							1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	WHEEL OF FORTUNE	7/27/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

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**Brand** political candidate (1775)  
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**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA/P/D SKED A :30

**Date Entered** 07/27/12  
**Last Modified** 08/16/12  
**Entered By** Kathy Sparks  
**CO-OP** No  
**Headline #** ECR07893503  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$18,675.00  
**Net Total** \$105,825.00  
**Sales Tax**

## WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
Aug. 2012	158	\$124,500.00
<b>Grand Total:</b>	<b>158</b>	<b>\$124,500.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
58.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	11:35P- 12:37A (EST)	2	X							2	\$500.00	\$1,000.00	WBNS-TV (WBNS)	DAVID LETTERMAN	7/27/12
59.0	Normal Line / SPOT	08/20/12-08/20/12	2	:30	12:37A- 1:37A (EST)	1	X							1	\$250.00	\$250.00	WBNS-TV (WBNS)	CRAIG FERGUSON	7/27/12
60.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	11P- 11:35P (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	LATE NEWS	7/27/12
61.0	M/G For 29.0.1 / SPOT	08/18/12-08/18/12	2	:30	7:30P- 7:57P (EST)	1						X		1	\$350.00	\$350.00	WBNS-TV (WBNS)	WHEEL OF FORTUNE	7/31/12
62.0	M/G For 22.0.1 / SPOT	08/17/12-08/17/12	4	:30	10P- 11P (EST)	1					X			1	\$3,000.00	\$3,000.00	WBNS-TV (WBNS)	BLUE BLOODS	7/31/12
63.0	M/G For 22.0.1 / SPOT	08/19/12-08/19/12	5	:30	10P- 11P (EST)	1							X	1	\$2,000.00	\$2,000.00	WBNS-TV (WBNS)	THE MENTALIST	7/31/12
64.0	M/G For 15.0.1 / SPOT	08/20/12-08/20/12	3	:30	6:58P- 7:30P (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	JEOPARDY	8/15/12
65.0	Normal Line / SPOT	08/17/12-08/17/12	3	:30	6:30P- 6:58P (EST)	1					X			1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	CBS EVENING NEWS	8/16/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected."